



**PAID POLITICAL
BROADCAST AVAIL REQUEST**

TO:	Matt Oestrich	STATION:	WFLA
FROM:	Meghan McGarr	HRP OFFICE:	DC

REQUEST RECEIVED FROM

DATE: 10/4/12

BUYER:	Michelle Lawrence
AGENCY:	American Media & Advocacy Group
ADDRESS:	815 Slaters Lane Alexandria VA 22314
PHONE #:	703 683 4877
FAX #:	703 683 3579
OTHER:	

AVAILS FOR

COMMITTEE:	National Rifle Association Political Victory Fund
CPMGN MGR.	
TREASURER:	Mary Rase Adkins
ADDRESS:	11250 Waples Mill Rd Fairfax, VA 22030
PHONE #:	703 267 3985
FAX #:	
OTHER:	

FOR

ISSUE:	Issue
OFFICE:	
PARTY:	Republican

DAYPARTS:	All
SCHEDULE DATES:	As ordered
COMMERICAL LENGTH:	:30
PROGRAMS:	
PLEASE ADVISE IF THERE ARE RESTRICTIONS ON ANY OF THE ABOVE	

REP HEADLINE# 0364521
*** UNAPPROVED REV #2 ***

REF: TEL# 703-516-9399
CREDIT ADVISORY: AGENCY
ORDER WORKSHEET

FAX# 703-516-9680
CREDIT RISK !!!
HARRIS REPORT FROM REP
CHANGES
OCT5/12 12.45
*** WFLA-TV ***

ADV # ADV. NAME ISS/NRA

AGY # AGY. NAME AMERICAN MEDIA & ADVOCACY GROUP

815 SLATERS LANE

ALEXANDRIA, VA 22314

REP. # OFF. # SALESMAN #

BUYER NAME AMAG MEDIAASSISTANT

SALES PRSN WA- MEGHAN MCGARR (H)

ORDER # CONTRACT # 6364521

CLASS: NATL. LOCAL REGIONAL

PROD NRA EST#3316 COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES OCT8/12 OCT14/12 WK-1

CITY TAX STATE TAX CO-OP BILLING NEEDED DATE OCT5/12 12.45

REP: 10/15
CORRECTED TV IN TONIGHT & FALLON
PLUS CEM THANKS
ANDREW

CON CM ***** THIS IS A CASH IN ADVANCE SCHEDULE *****
NRA

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
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AGENCY ADVERTISER CODE = 137
AGENCY PRODUCT CODE = 490
AGENCY EST# = 3316

1	T		1135P-1235A	30		\$800.00	10/12	10/12	2		FRI	2
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PROGRAM : TONITE SHW-NBC
RM35-64 : 1.0
CON COM1: TONITE SHW-NBC

2	T		1235A-135A	30		\$300.00	10/12	10/12	2		FRI	2
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PROGRAM : J FALLON-NBC
RM35-64 : 0.5
CON COM1: J FALLON-NBC

01/12/12

REP HEADLINE# 6364521
 *** UNAPPROVED REV #2 ***

REP: TEL# 703-516-9399
 CREDIT ADVISORY: AGENCY
 ORDER WORKSHEET

FAX# 703-516-9680
 CREDIT RISK !!!
 HARRIS REPORT FROM REP
 OCT5/12 12.45
 *** CHANGES *** ** WFLA-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
3	T		1135P-1235A	30		\$800.00	10/8	10/8	1		MON	1
PROGRAM : TONITE SHW-NBC												
RM35-64 : 1.0												
CON COM1 : TONITE SHW-NBC												
4	T		1235A-135A	30		\$300.00	10/8	10/8	2		MON	2
PROGRAM : J FALLON-NBC<												
RM35-64 : 0.5												
CON COM1 : J FALLON-NBC<												
8	T		1135P-1235A	30		\$800.00	10/11	10/11	2		THU	2
PROGRAM : TONITE SHW-NBC												
RM35-64 : 1.0												
CON COM1 : TONITE SHW-NBC												
9	T		1235A-135A	30		\$300.00	10/11	10/11	2		THU	2
PROGRAM : J FALLON-NBC<												
RM35-64 : 0.5												
CON COM1 : J FALLON-NBC<												
10	T		1135P-1235A	30		\$800.00	10/9	10/9	2		TUE	2
PROGRAM : TONITE SHW-NBC												
RM35-64 : 1.0												
CON COM1 : TONITE SHW-NBC												
11	T		1235A-135A	30		\$300.00	10/9	10/9	2		TUE	2
PROGRAM : J FALLON-NBC<												
RM35-64 : 0.5												
CON COM1 : J FALLON-NBC<												

OCT/12 31450.00 CONTRACT TOTAL 31450.00
 TOTAL SPOTS 24

REP HEADLINE# 6364521
*** UNAPPROVED REV #2 ***

REP: TEL# 703-516-9399 FAX# 703-516-9680
CREDIT ADVISORY: AGENCY CREDIT RISK !!
ORDER WORKSHEET HARRIS REPORT FROM REP OCT5/12 12.45
*** CHANGES *** ** WFLA-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
: LINE#	:	:	:	:	:	:	: DATE	: DATE	: /WK	: INVT	:	: SPTS

MARKET TOTALS \$174,722 WFLA 18% WFTS 15% WTSP 29% WTVT 27% WTOG 2% WTTA 1% WMOR 1%
SHARES ESTIMATED WMOX 0% WXPX 0% WWSB 7% CABL 0%

SVC- NSI BOOKS- OCT/PJ
DEMOS- RM35-64*

MOD CODE A-AUD B-BUY TYPE C-CANCELLED DE-DELETE E-EFF DATES L-LENGTH M-MAKEGOOD N-PROGRAM NAME
P-CLASS, PLAN, SECT Q-PAID PGM R-RATE S-SPOTS PER WEEK T-TIME X-LATE Y-DAYS Z-COMMENTS *-MULTIPLE

FAX# 703-516-9680
CREDIT RISK !!!
HARRIS REPORT FROM REP OCT5/12 12.39
CHANGES *** WFLA-TV ***

REP. #	OFF. #	SALESMAN #
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BUYER NAME AMAG MEDIA ASSISTANT

SALES PRSN WA- MEGHAN MCGARR (H)

ORDER #	CONTRACT # 6364521
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CLASS: NATL. LOCAL REGIONAL

PRDCT	NRA	EST#3316	COMMENTS: (LINE, ORDER, INVOICE)
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FLIGHT DATES OCT8/12 OCT14/12 WK-1

CITY TAX STATE TAX

CO-OP BILLING NEEDED

DATE OCT5/12 12.39

REP: 10/15

CORRECTED TP IN LINES 12,13
PLS CFM THANKS
ANDREW

CON CM ***** THIS IS A CASH IN ADVANCE SCHEDULE *****

NRA

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
: LINE#	:	:	:	:	:	:	: DATE	: DATE	: /WK	: INVT	:	: SPTS

AGENCY ADVERTISER CODE = 137 AGENCY EST# = 3316
AGENCY PRODUCT CODE = 490

12	T	30	\$800.00	10/10	2	WED	2
11	T	30	\$800.00	10/10	2	WED	2
10	T	30	\$800.00	10/10	2	WED	2
9	T	30	\$800.00	10/10	2	WED	2
8	T	30	\$800.00	10/10	2	WED	2
7	T	30	\$800.00	10/10	2	WED	2
6	T	30	\$800.00	10/10	2	WED	2
5	T	30	\$800.00	10/10	2	WED	2
4	T	30	\$800.00	10/10	2	WED	2
3	T	30	\$800.00	10/10	2	WED	2
2	T	30	\$800.00	10/10	2	WED	2
1	T	30	\$800.00	10/10	2	WED	2

```
PROGRAM : TONITE SHW-NBC  
RM35-64 : 1.0  
CON COM1: TONITE SHW-NBC
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13	T	1235A-135A	30	\$300.00	10/10	10/10	2	WED	2
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PROGRAM : J FALLON-NBC<
RM35-64 : 0.5
CON COM1: J FALLON-NBC<
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REP HEADLINE# 6364521
 *** UNAPPROVED REV #1 ***

REP: TEL# 703-516-9399 FAX# 703-516-9680
 CREDIT ADVISORY: AGENCY CREDIT RISK !!!
 ORDER WORKSHEET HARRIS REPORT FROM REP OCT5/12 12.39
 CHANGES *** WFLA-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
OCT/12			31450.00									
CONTRACT TOTAL 31450.00												
TOTAL SPOTS 24												

MARKET TOTALS \$174,722 WFLA 18% WFTS 15% WTSP 29% WTVT 27% WTOG 2% WTTA 1% WMOR 1%
 WMOX 0% WXPX 0% WWSB 7% CABL 0%

SHARES ESTIMATED

SVC- NSI BOOKS- OCT/PJ
 DEMOS- RM35-64*

MOD CODE A-ADD B-BUY TYPE C-CANCELLED DE-DELETE E-EFF DATES L-LENGTH M-MAKEGOOD N-PROGRAM NAME
 P-CLASS, PLAN, SECT Q-PAID PGM R-RATE S-SPOTS PER WEEK T-TIME X-LATE Y-DAYS Z-COMMENTS *-MULTIPLE

REP HEADLINE# 6364521
 *** ORIGINAL REV#0 ***

REP: TEL# 703-516-9399 FAX# 703-516-9680
 CREDIT ADVISORY: AGENCY CREDIT RISK !!!
 ORDER WORKSHEET HARRIS REPORT FROM REP
 OCT4/12 19.27
 *** WFLA-TV ***

ADV # _____ ADV. NAME ISS/NRA _____ REP. # _____ OFF. # _____ SALESMAN # _____

AGY # _____ AGY. NAME AMERICAN MEDIA & ADVOCACY GROUP BUYER NAME AMAG MEDIAASSISTANT

815 SLATERS LANE SALES PRSN WA- MEGHAN MCGARR (H)

ALEXANDRIA, VA 22314

ORDER # _____ CONTRACT # 6364521 CLASS: NATL. _____ LOCAL _____ REGIONAL _____


PRDCT NRA EST#3316 COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES OCT8/12 OCT14/12 WK-1

CITY TAX _____ STATE TAX _____ CO-OP BILLING NEEDED _____ DATE OCT4/12 19.27

REP: NEW ORDER
 TTL \$31,450 @24X
 PLEASE CONFIRM
 THANKS SHOSHANA FOR MEGHAN

CON CM ***** THIS IS A CASH IN ADVANCE SCHEDULE *****
 NRA



LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
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AGENCY ADVERTISER CODE = 137
 AGENCY PRODUCT CODE = 490
 AGENCY EST# = 3316

1			1135P-1205A	30		\$800.00	10/12	10/12	2		FRI	2
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PROGRAM : TONITE SHW-NBC
 RM35-64 : 1.0
 CON COM1: TONITE SHW-NBC

2			1205A-105A	30		\$300.00	10/12	10/12	2		FRI	2
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PROGRAM : J FALLON-NBC
 RM35-64 : 0.5
 CON COM1: J FALLON-NBC

OCT4/12 19.27
*** WFLA-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
3			1135P-1205A PROGRAM : TONITE SHW-NBC RM35-64 : 1.0 CON COM1: TONITE SHW-NBC	30		\$800.00	10/8	10/8	1		MON	1
4			1205A-105A PROGRAM : J FALLON-NBC RM35-64 : 0.5 CON COM1: J FALLON-NBC	30		\$300.00	10/8	10/8	2		MON	2
5			1100P-1135P PROGRAM : NWSCH8 AT 11SA RM35-64 : 2.8 CON COM1: NWSCH8 AT 11SA	30		\$2,200.00	10/13	10/13	1		SAT	1
6			1135P-105A PROGRAM : SAT NITE LIVE RM35-64 : 2.7 CON COM1: SAT NITE LIVE	30		\$1,350.00	10/13	10/13	3		SAT	3
7			815P-1130P PROGRAM : NBC SUN NFL RM35-64 : 11.0 CON COM1: NBC SUN NFL	30		15000.00	10/14	10/14	1		SUN	1
8			1135P-1205A PROGRAM : TONITE SHW-NBC RM35-64 : 1.0 CON COM1: TONITE SHW-NBC	30		\$800.00	10/11	10/11	2		THU	2
9			1205A-105A PROGRAM : J FALLON-NBC RM35-64 : 0.5 CON COM1: J FALLON-NBC	30		\$300.00	10/11	10/11	2		THU	2
10			1135P-1205A PROGRAM : TONITE SHW-NBC RM35-64 : 1.0 CON COM1: TONITE SHW-NBC	30		\$800.00	10/9	10/9	2		TUE	2

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
11			1205A-105A	30		\$300.00	10/9	10/9	2		TUE	2
PROGRAM : J FALLON-NBC< RM35-64 : 0.5 CON COM1 : J FALLON-NBC<												
12			1135P-1205A	30		\$800.00	10/10	10/10	2		WED	2
PROGRAM : TONITE SHW-NBC RM35-64 : 1.0 CON COM1 : TONITE SHW-NBC												
13			1205A-105A	30		\$300.00	10/10	10/10	2		WED	2
PROGRAM : J FALLON-NBC< RM35-64 : 0.5 CON COM1 : J FALLON-NBC<												
OCT/12			31450.00									
											CONTRACT TOTAL	31450.00
											TOTAL SPOTS	24

MARKET TOTALS \$174,722 WFLA 18% WFTS 15% WTSP 29% WTVT 21% WTOG 2% WTTA 1% WMOR 1%
 WMOX 0% WXPX 0% WWSB 7% CABL 0%
 SHARES ESTIMATED
 SVC- NSI BOOKS- OCT/PT
 DEMOS- RM35-64*

American Media & Advocacy Group **Nra - National Rifle Association/ Issue**
 815 Slaters Lane
 Alexandria VA 22314
 Submission Number 801 Issue 2



WFLA-TV
 P.O. Box 1410
 Tampa, FL 33601

PHONE (813) 228-8888

Client: Nra - National Rifle Association/ Issue	Submission Cost: 31150	Campaign Ref: E:063645210
Buyer: " "	Client/Product/Estimate: 137 /490 /3316	Sales Rep: HRP Washington, DC
Schedule Dates: 10/08/12 to 10/14/12	Weeks: 1	Order Ref: 06364521
Est./PO Number: 06364521	Contract type: Political	Business Type: POLITICAL
Associated Copies: No		Business Category: Transactional

Origin

Product: Nra	Booking Group: WFLA	Key Market: Tampa-St. Petersburg, FL
Demographic: (L) Household	Order:	

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/08	Total	Cost
1	M-F 1135p ET / 1035p CT Tonight Show ...F..	03	800	30 Comme	Nbr of Spots	2	2
2	M-F 1237a ET / 1137p CT Late Night ...F..	02	300	30 Comme	Nbr of Spots	2	2
3	M-F 1135p ET / 1035p CT Tonight Show M.....	03	800	30 Comme	Nbr of Spots	1	1
4	M-F 1237a ET / 1137p CT Late Night M.....	02	300	30 Comme	Nbr of Spots	2	2
5	M-Su 11p NewsS.	02	2200	30 Comme	Nbr of Spots	1	1
6	Sat 1130p ET / 1030p CT Saturday Night LiveS.	03	1350	30 Comme	Nbr of Spots	3	3
7	Sun 815p ET / 715p CT NBC Sunday Night Football	02	15000	30 Comme	Nbr of Spots	1	1
Weekly Totals:					Total Spots(Ord Spots)	24	24
					Open PR	-1	-1
					Closed PR	2	2
							-300

American Media & Advocacy Group **Nra - National Rifle Association/ Issue**
 815 Slaters Lane
 Alexandria VA 22314
 Submission Number 801 Issue 2



WFLA-TV
 P.O. Box 1410
 Tampa, FL 33601

PHONE (813) 228-8888

Origin

Client: Nra - National Rifle Association/ Issue	Submission Cost: 31150	Campaign Ref: E:063645210
Buyer:	Client/Product/Estimate: 137 /490 /3316	Sales Rep: HRP Washington, DC
Schedule Dates: 10/08/12 to 10/14/12	Weeks: 1	Order Ref: 06364521
Est./PO Number: 06364521	Contract type: Political	Business Type: POLITICAL
Associated Copies: No		Business Category: Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/08	Total	Cost
8	M-F 1135p ET / 1035p CT Tonight Show ..T..	03	800	30 Comme	Nbr of Spots	2	2
9	M-F 1237a ET / 1137p CT Late Night ...T...	02	300	30 Comme	Nbr of Spots	2	2
10	M-F 1135p ET / 1035p CT Tonight Show .T....	03		30 Comme	Nbr of Spots		
11	M-F 1237a ET / 1137p CT Late Night .T....	02	300	30 Comme	Nbr of Spots	1	1
12	M-F 1135p ET / 1035p CT Tonight Show ..W...	03	800	30 Comme	Nbr of Spots	2	2
13	M-F 1237a ET / 1137p CT Late Night ..W...	02	300	30 Comme	Nbr of Spots	2	2
14	M-F 1135p ET / 1035p CT Tonight Show .T....	03	800	30 Comme	Nbr of Spots	2	2
Weekly Totals: Total Spots(Ord Spots)					24	24	
Open PR					-1	-1	-300
Closed PR					2	2	

Pre-emption Summary

Ref	Sales Product	Spot Type	Pre-empt Date	Status	Pre-empt Value	Makegood Line(s) (Dates)	Makegood Ref	Campaign Ref
10	M-F 1135p ET / 1035p CT Tonight Show	30 Commercial	10/08/12	Closed Pre Emption	1,600.00	No Makegood / Credit	0000000000	E:063645210

Ref	Sales Product	Spot Type	Pre-empt Date	Status	Pre-empt Value	Makegood Line(s) (Dates)	Makegood Ref	Campaign Ref
T1	M-F 1237a ET / 1137p CT Late Night	:30 Commercial	10/08/12	Open Pre Emption	300.00		00000000000	E:063645210

Grand Totals

Totals		Month 10 Weeks: 4						
		10/08						
Spots	24							24
Cost	31450							31450

Grand Totals:

Spots:	24
Gross Total:	31,150.00
Commission:	4,672.50
Net Total:	26,477.50

AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

Station and Location:	Date:
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I, Jonathan Ferrell
do hereby request station time concerning the following issue:

National Rifle Association

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks

Total Charges:

This broadcast time will be used by: National Rifle Association

<p>Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?"</p> <p style="text-align: center;"> <input type="checkbox"/> Yes <input type="checkbox"/> No </p>	
--	--

For programming that "communicates a message relating to any political matter of national importance," list the name of the legally qualified candidate(s) the programming refers to, the office(s) being sought and the date(s) of the election(s) (if applicable):

For programming that "communicates a message relating to any political matter of national importance," attach Agreed Upon Schedule (Page 3)

I represent that the payment for the above described broadcast time has been furnished by:

and you are authorized to announce the time as paid for by such person or entity. The entity furnishing the payment, if other than an individual person, is:

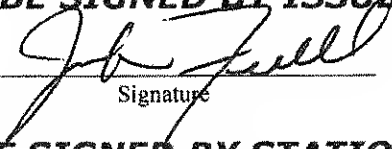
☐ a corporation; ☒ a committee; ☐ an association; ☐ or other unincorporated group.

The names, offices, and addresses of the chief executive officers, directors, and/or authorized agents of the entity are named below (may be attached separately):

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACMENT OF ADVERTISING.

I agree to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, that may ensue from the broadcast of the above-requested advertisement(s). For the above-stated broadcast(s), I also agree to prepare a script, transcript, or tape, which will be delivered to the station at least _____ before the time of the scheduled broadcasts.

TO BE SIGNED BY ISSUE ADVERTISER

_____		703-683-4877
Date	Signature	Contact Phone Number

TO BE SIGNED BY STATION REPRESENTATIVE

☐ Accepted ☐ Accepted in Part ☐ Rejected

_____	_____	_____
Signature	Printed Name	Title